

PATENT APPLICATION  
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Docket No.: 20004/IAG-1

REQUEST FOR CONTINUED EXAMINATION (RCE) TRANSMITTAL

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This is a Request for Continued Examination (RCE) under 37 C.F.R. §1.114 of the following application:

**Application**

Application Serial No:	09/917,792
Filed on:	July 31, 2001
First Named Inventor:	Gould
Title:	“COMPUTERIZED SYSTEM AND METHOD FOR INCREASING THE EFFECTIVENESS OF ADVERTISING”
Art Unit:	3688
Examiner:	Raquel Alvarez
Attorney Docket No.:	20004/IAG-1

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**CERTIFICATE OF MAILING OR TRANSMISSION**

I hereby certify that this Request for Continued Examination (RCE) is being electronically submitted to to Mail Stop RCE, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on **December 2, 2008**.

/Michael W. Zimmerman/  
Michael W. Zimmerman  
Registration No. 57, 993

**1. Submission required under 37 C.F.R. §1.114**

a. Previously Submitted:

- i. ☐ Consider the amendment(s)/reply under 37 C.F.R. §1.116 previously filed on \_\_\_\_\_.  
(Any unentered amendment(s) referred to above will be entered).
- ii. ☐ Consider the arguments in the Appeal Brief or Reply Brief previously filed on \_\_\_\_\_
- iii. ☐ Other: \_\_\_\_\_

b. Enclosed:

- i. ☒ Reply to the Final Office action dated July 2, 2008
- ii. ☐ Declaration Of Common Ownership
- iii. ☐ Information Disclosure Statement (IDS)
- iv. ☐ Other:

**2. Fees**

a. ☒ A EFT in the amount of \$1300 is enclosed for the following:

- i. ☒ RCE fee required under 37 C.F.R. § 1.17(e)
- ii. ☒ Extension of time fee 37 C.F.R. §§ 1.136 and 1.17(a)
- iii. ☐ Other: \_\_\_\_\_.

b. ☐ The Commissioner is hereby authorized to charge the following fees, or credit any overpayments, to Deposit Account No. 50-2455.

- i. ☐ RCE fee required under 37 C.F.R. § 1.17(e)
- ii. ☐ Extension of time fee 37 C.F.R. §§ 1.136 and 1.17(a)
- iii. ☐ Other: \_\_\_\_\_.

The Commissioner is hereby authorized to charge any deficiency or credit any overpayment to Deposit Account No. 50-2455. A copy of this transmittal is enclosed.

Please direct all future communications to Michael W. Zimmerman at the address below.

Respectfully submitted,

HANLEY, FLIGHT & ZIMMERMAN, LLC  
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150 S. Wacker Drive  
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(312) 580-9696 (Telefacsimile)

By: /Michael W. Zimmerman/  
Michael W. Zimmerman  
Registration No.: 57,993

**December 2, 2008**